FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00037258 **Type of Permit:** FILMING **Release Date:** 02/23/2011

Production Company R/GA

Insured Company Name R/GA

Contact Phone No. 1 212-714-5824
Contact Phone No. 2
Fax 212-946-4010
Address 350 W 39TH ST
NEW YORK, New York 10018

Production Title NIKE

Type of Production Commercial - Standard

Producer David Kalvert

Director Gustav Johansson

1st AD TBD TBD

Production Manager Ashlye Vaughn

FilmL.A. Coordinator Adrian Fayad

Location Manager Kyle Kaufman
Primary Phone Mobile - 310-739-2969
Secondary Phone Office - 212-946-4000

Location Assistant None None
Primary Phone Office - 212-946-4000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$150.00

Total Permit Fee $860.00

Number of Locations 2

NOT A PERMIT

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Summary Information — Location

Location 1 of 2

Permit Number F00037258
Production Company R/GA
Insured Company R/GA
Production Title NIKE

Location Manager Kyle Kaufman
Primary Phone Mobile - 310-739-2969
Secondary Phone Office - 212-946-4000

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 2/24/2011 - 2/24/2011 06:00 - 20:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
Venice Rec Restrictions rga.pdf
RGA.pdf
Venice Area July 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf
VENICE BEACH ROSE LOT.pdf
VENICE BEACH VENICE BL. LOT.pdf
VENICE BEACH WASHINGTON LOT.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	20
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	5
Crew	20

Filming Activities Exterior Dialogue; Sports scenes; filming activity at skate park, muscle beach, basketball courts, hand ball courts, and paddle tennis court; activity also on windward plaza. ;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H7

Location Notes
COMPANY MUST CONTACT PCI DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PCI PROPERTY
NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES

Approvals
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Sye Gutierrez
LOS ANGELES POLICE DEPARTMENT — Raymond Garvin

Parking
Base Camp
Location Type : To Be Determined

Crew Parking
Location Type : To Be Determined

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Production Company R/GA
Insured Company R/GA
Production Title NIKE

Location Manager Kyle Kaufman
Primary Phone Mobile - 310-739-2969
Secondary Phone Office - 212-946-4000

Location Address 339 W Washington Blvd, Los Angeles, CA, 90291

Location Type Market

Film Dates 2/24/2011 - 2/24/2011 10:00 - 15:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	20
Cube Trucks	4
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	5
Crew	20

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** J7

Approvals LOS ANGELES POLICE DEPARTMENT Raymond Garvin

Coordinator Note PRODUCTION COMPANY MUST SPEAK WITH LOCAL MERCHANTS/RESIDENTS WITHIN 500' OF LOCATION TO NOTIFY THEM OF FILMING ACTIVITY.

Parking

Base Camp
Location Type : To Be Determined

Crew Parking
Location Type : To Be Determined

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 6:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

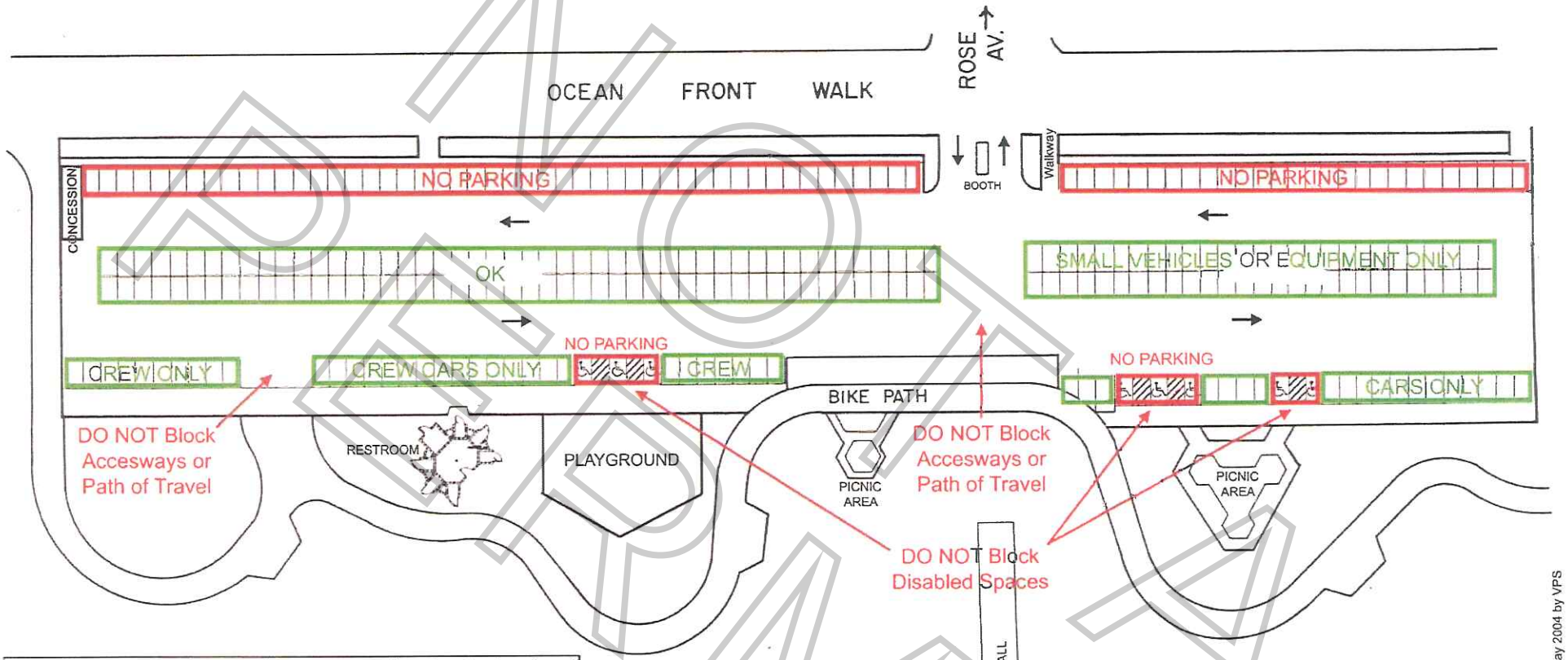
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

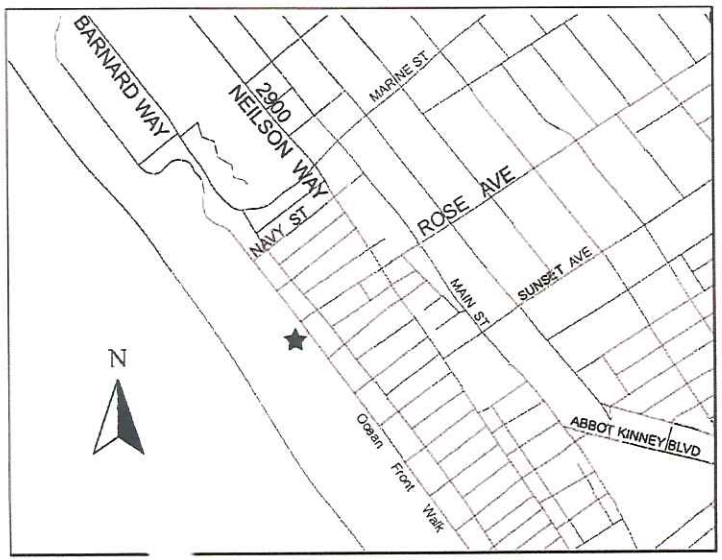
- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

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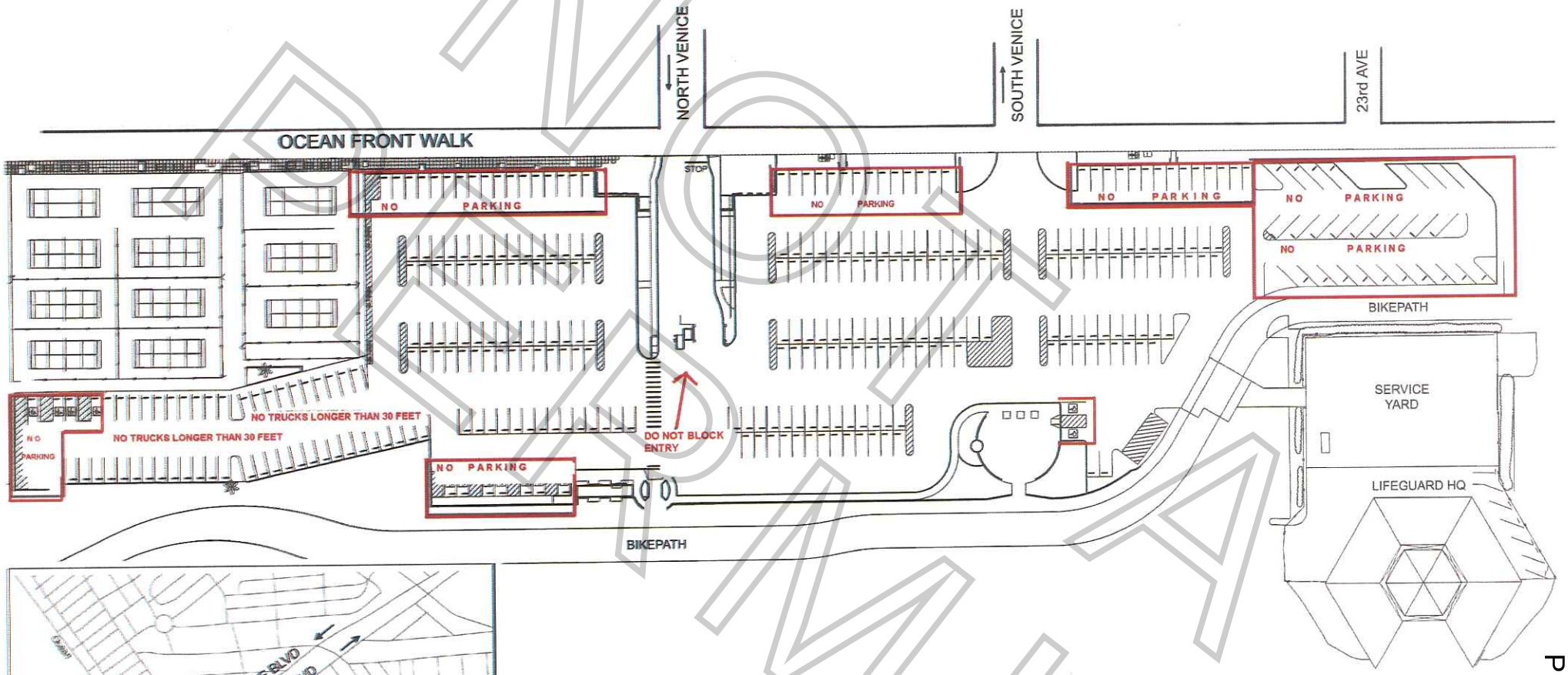
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

Filming delineations May 2004 by VPS

Permit #F00037258

PREVIEW

VENICE CITY BEACH
VENICE BLVD PARKING LOT



Map not to scale.

REGULAR SPACES	3
DISABLED	
TOTAL	3

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by CLS

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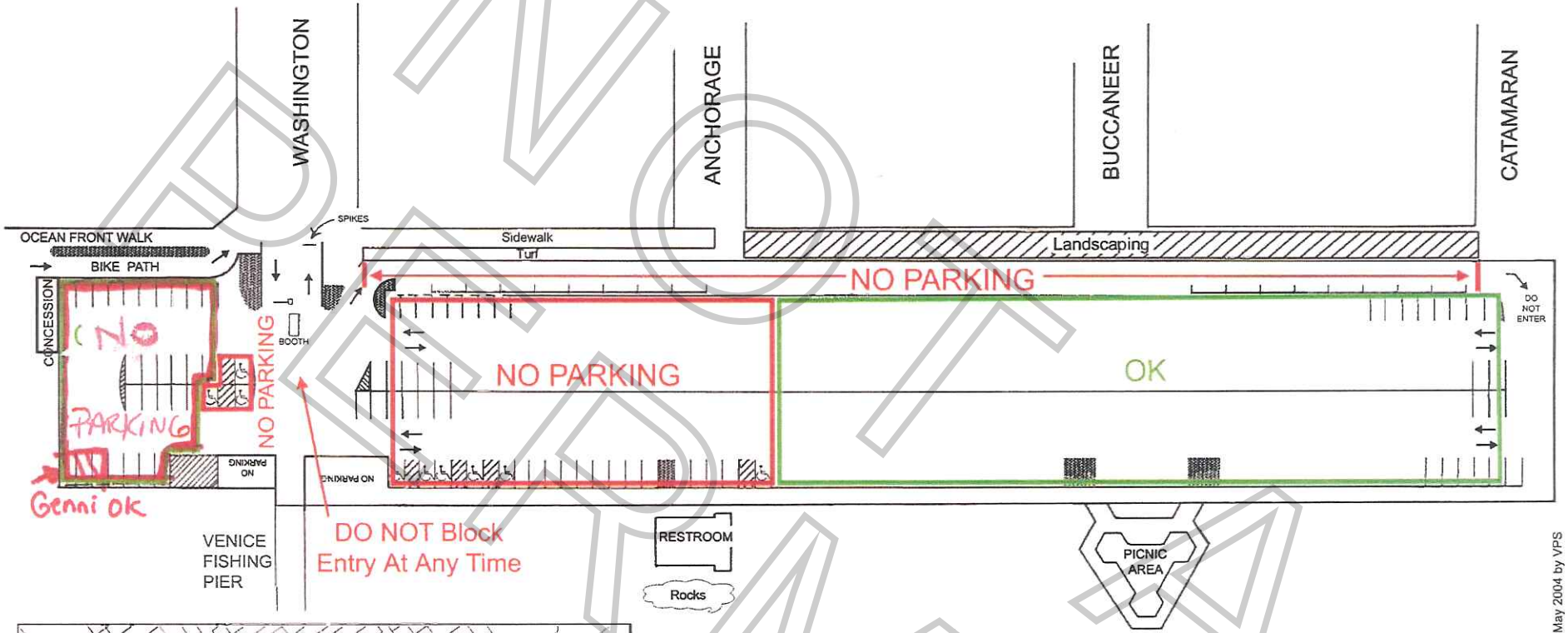
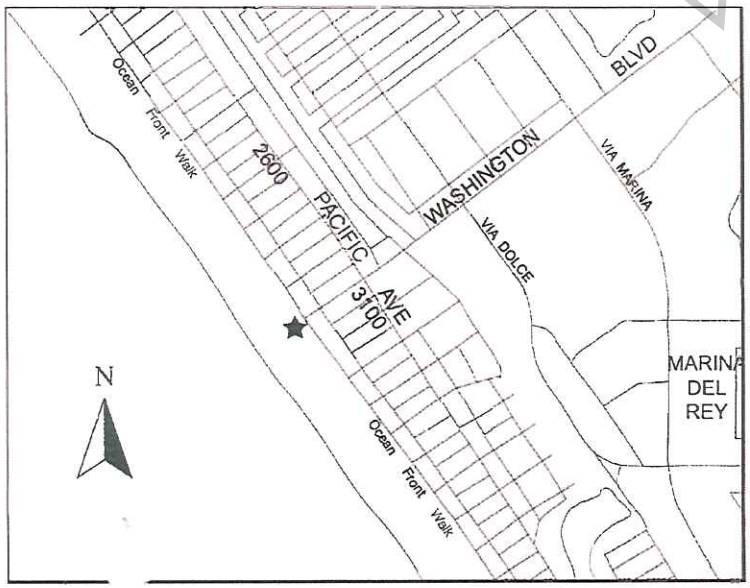
Permit #F0003758

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

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Ma ot to scale.

PERMIT
Permit #F00037258

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

DRAFT NOT PERMIT

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

VENICE BEACH RECREATION CENTER
Film Production Guidelines
Special Facility

- Ok to film at the Venice Rec- New Skate Park, Muscle Beach, Basketball Courts, Windward Plaza, Handball and Paddle Courts.
- Off site parking only.
- No vehicles/heavy equipment allowed on property. No un/loading, shuttle drop off etc, Including gators and shuttle vans, unless otherwise approved by the Recreation Director. OK to use hand carts.
- No staging of equipment or cast and crew on any grass areas.
- No on-site parking. Must arrange off-site parking.
- Must not interfere with recreation and/or maintenance activities.
- Daily maintenance activities may be scheduled.
- Public access required. No exclusive use of facility/area.
- May not block any bike paths.
- Grassy areas may be edged, mowed and watered.
- No alterations to park property unless otherwise approved by the Recreation Director.
- Must adhere to restrictions given to company by Recreation Staff or Park Monitor. Recreation Staff or Park Monitor's instructions or judgment may override written guidelines.
- No base camp or craft services on-site.
- Must identify all cable boxes with cones.
- "**CABLE ON FLY" in high foot traffic areas.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.

- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-37258
R/GA-NIKE
(VENICE REC)

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of R/GA ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 2/14/11

Representative's Signature

Kyle Kaufman

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

R/GA

Name of Principal (i.e. company name) (Please Print)

350 W. 39th St.

New York, NY

10018

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

FILMLA

SPECIAL FILMING CONDITIONS
VENICE AREA

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. DRAFT

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VENICE AREA

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FilmL.A. Inc. DRAFT